



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 6/7/2001

GAIN Report #JA1518

Japan

Promotion Opportunities

Quarterly

2001

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Report Highlights: Key upcoming marketing activities of the U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) over the next three months include GAF multi-buyer business meetings in June and July targeting regional retailers in Asahikawa and Shizuoka, a single-buyer food service showcase in Tokyo in August, Toho food service wholesaler shows in Kobe in August and in Fukuoka in early September, and a host of American retail and menu fairs throughout Japan this summer.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Tokyo ATO [JA2], JA

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Upcoming Event Schedule 2001

<u>Date</u>	<u>Event</u>	<u>Location</u>
June 1-30	Plaza Sunroute Hotel Great American Fair	Tokyo
June 1 - August 31	Hotel Inter-Continental American Menu Fair	Tokyo
June 1 - Sept 30	Miyako Hotel American Fair	Nationwide
June 8	ATO/ORA American Healthy Menu Seminar	Osaka
June 22	GAF Multi-Buyer Business Meeting	Asahikawa
June 25	"Great American Trattoria" Promotion	Tokyo
July 5 - August 12	Kawagoe Mine American Beef Fair	Saitama
July 10	GAF Multi-Buyer Business Meeting	Shizuoka
July 17	ATO Key Retail Contacts Reception	Tokyo
July/August (TBD)	Hotel Century American Fair	Tokyo
July/August (TBD)	Meidi-ya American Fair	Tokyo
July/August (TBD)	Mitsui Urban Hotel American Fair	Osaka
July/August (TBD)	Kariya Seikyo American Menu Fair	Nagoya
July/August (TBD)	Nagoya Kanko Hotel American Fair	Nagoya
August 30	Toho Food Service Fair 2001	Kobe
August (TBD)	Tokuoka American Fair	Osaka
August (TBD)	GARC Single-Buyer Showcase	Tokyo
August (TBD)	<i>Great American Food News</i> (Issue #16)	Tokyo
September 5	Toho Food Service Fair 2001	Fukuoka
September 18-19	CGC Food Products Annual Exhibition	Yokohama
September 26-28	Health Ingredients Japan	Tokyo
Mid-September	U.S. Nursery Products Trade Mission to Japan	Eastern/Western Japan
September (TBD)	Nursery Seminar on Ornamental Grass	Osaka
September (TBD)	Kato Sangyo's All Food Fair	Kobe

September (TBD)	Asahi FOODLAND 2001	Kochi
October 23-26	Great American Food Show Kansai 2001	Osaka
October (TBD)	Yukiwa Year-End Business Fair	Osaka
October (TBD)	Keikyu American Fair	Yokohama
November 1-4	NEXT Foods Ishikawa	Kanazawa
November 22-25	Japan Foodservice Show	Yokohama
March 12-15, 2002	Foodex Japan 2002	Chiba
October 10-14, 2002	International Food Fair 2002	Kitakyushu

I. TRADE SHOWS

The following is a list of upcoming large-scale trade shows in Japan organized by ATO Japan or outside entities, covering both the retail and foodservice sectors. The shows organized by outside entities are listed for informational purposes only, and no endorsement should be implied unless specifically stated. Terms and conditions of participation in these activities are the responsibility of the organizer. Please contact the show organizers directly for further information.

Health Ingredients Japan 2001: September 26-28, 2001, Big Sight, Tokyo. This show attracts key buyers from food manufacturers in Japan and is the leading showcase for new ingredient ideas. More than 42,000 high quality, professional buyers from food manufacturers, health institutions and other companies related to the food and health ingredients industry visited the Hi show in 2000. Contact: Mr. Nito, Miller Freeman Japan Co., Ltd., Fax: 81-3-3669-5830, E-mail: mfj@ma.kcom.ne.jp

Great American Food Show Kansai 2001 in FOODEX Kansai: October 23-26, 2001, INTEX Osaka. ATO Osaka will hold the 4th Great American Food Show Kansai at INTEX Osaka, located at the port of Osaka. ATO Osaka will obtain booth space inside the FOODEX Kansai area for a U.S. pavilion and invite key retail and food service contacts in addition to regular FOODEX visitors. FOODEX Kansai is held every other year. This year, show organizers expect 250 domestic and international exhibitors and 600 booths. About 50,000 trade visitors attended the show in 1999. Contact: Mr. Matsumoto, ATO Osaka, e-mail: MatsumotoM@fas.usda.gov

2001 Japan Foodservice Show: November 22-25, 2001, Pacifico Yokohama Exhibition Hall, Kanagawa, Japan. Approximately 100,000 consumer and trade visitors are expected to attend this sector-specific show in Yokohama, the second largest city in Japan. The participation fee is 500,000 yen (approx. \$4,200). Contact: Mr. Hisashi Nakai, Japan Foodservice Association, Fax: 81-3-5403-1070.

Foodex Japan 2002: March 12-15, 2002, Makuhari Messe, Chiba, near Tokyo. The 27th International Food and Beverage Exhibition will be held at the Makuhari Messe Center on the outskirts of Tokyo. The largest food exhibition in Asia, Foodex has over 2,300 domestic and foreign exhibitors from throughout Japan and 67 other countries, and attracted more than 93,000 trade visitors in 2001. Large contingents of buyers from other east Asian countries also have been attending the show in recent years. The deadline is October 19, 2001. However, ATO recommends early registration. Contact: Japan Management Association/Convention Division, Fax: 81-3-3434-8076, URL: <http://www.jma.or.jp/FOODEX/>

International Food Fair 2002: October 10-14, 2002, Kitakyushu. This is the largest food show in western Japan which is held every other year, including two business-only days and three days open to the public. The last fair included pavilions from 26 countries and attracted over 100,000 people, including 18,750 business buyers. ATO Osaka plans to coordinate an American pavilion again. Please contact the show organizer for more information. Contact: Fax 81-93-582-3865, e-mail: iff@kix.or.jp

Large-Scale Trade Shows			
Date	Event	Location	Contact
Sept 26-28	Health Ingredients Japan 2001	Tokyo Big Sight	ATO Tokyo
Oct 23-26	Great American Food Show Kansai 2001 in FOODEX Kansai	INTEX Osaka	ATO Osaka
Nov 22-25	2001 Japan Foodservice Show	Pacifico Yokohama	ATO Tokyo
Mar 12-15	Foodex Japan 2002	Makuhari Messe, Chiba	ATO Tokyo
Oct 10-14	International Food Fair 2002	Kitakyushu	ATO Osaka

II. WHOLESALE ACTIVITIES

The following is a list of upcoming wholesale shows organized by Japanese wholesalers serving both the retail and foodservice sectors:

Toho Food Service Fairs: August 30 in Kobe and September 5 in Fukuoka, western Japan. ATO Osaka plans to participate in two food service fairs this fall organized by Toho Co., Ltd. in Kobe and Fukuoka, coordinating companies that handle American food and beverage products. Toho Co., Ltd. is a wholesaler specializing in the restaurant business with annual sales over \$1.2 billion and some capability for direct import. ATO Osaka has been participating in Toho's shows for several years and has been increasing the sales of U.S. food products to the western Japan food service industry through Toho's distribution. Contact: Ms. Harima, ATO/Osaka, e-mail: HarimaA@fas.usda.gov

Kato Sangyo's All Food Fair: September, 2001, Kobe Convention Center, Hyogo. This show is held twice a year, once in March and again in September. About 300 Japanese manufacturers and trading companies will participate. Kato Sangyo expects about 7,000 trade people from throughout Japan to attend. ATO Osaka works closely with Kato Sangyo's Trade Department and has introduced several U.S. food products which have been featured in their show. Products should initially be introduced to the Trade Department decides the most marketable products to be displayed at the show. New American products are welcome. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Asahi FOODLAND 2001: September, 2001, Kochi Convention Center, Kochi, Shikoku. This show is organized by Asahi Food Corporation's headquarters in Kochi, Shikoku. About 350 Japanese manufacturers and trading companies are expected to participate. All kinds of food products, except produce, will be displayed. About 5,000 trade people mainly from the retail industry in the Chugoku region and Shikoku are expected to attend the show. Products for exhibition should already be available in Japan for quick business inquiries. Contact: Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Yukiwa Year-End Business Fair: October, 2001, Osaka. Yukiwa, one of the largest wholesalers in the frozen food area, will hold this show for its retail and food service contacts. This is the busiest food show in the Kansai region. Products are restricted to the frozen food category. Products exhibited in this show should already be available in Japan. Interested U.S. companies should have their Japanese agents/importers contact Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

Retail & Food Service Wholesaler Shows			
Date	Event	Location	Contact
Aug 30	Toho Food Service Fair 2001	Kobe, Western Japan	ATO Osaka
Sept 5	Toho Food Service Fair 2001	Fukuoka, Western Japan	ATO Osaka
Sept 18-19	CGC Food Product Annual Exhibition	Pacifico Yokohama	ATO Tokyo
Sept (TBD)	Kato Sangyo's All Food Fair	Kobe Convention Center, Hyogo	ATO Osaka
Sept (TBD)	Asahi FOODLAND 2001	INTEX Osaka	ATO Osaka
Oct (TBD)	Yukiwa Year-End Business Fair	Osaka	ATO Osaka

III. RETAIL ACTIVITIES

ATO Japan introduces U.S. Cooperators and U.S. companies and their respective consumer-oriented products to Japanese national and regional supermarket chains and wholesalers. Accordingly, ATO organizes various business meetings and buyer showcases throughout Japan, providing invaluable access to key Japanese retail players. Each U.S. participant receives introductions to buyers for their specific products and has an opportunity to hold direct business discussions. Because of customs clearance and short lead time, it is usually necessary for a U.S. company to have a representative or agent in Japan to be able to participate in these activities. The following is a list of business meetings and buyer showcases scheduled to date:

GAF Multi-Buyer Business Meetings in Asahikawa & Shizuoka: June 22, 2001 in Asahikawa and July 10, 2001 in Shizuoka. ATO Tokyo will hold one-day business meetings in Asahikawa and Shizuoka to introduce cooperators and agents to select purchasing managers from several key regional retail and food service firms. The venue will be a hotel reception room or local conference facility where the retailer/foodservice company's team will be introduced to each member of the ATO cooperator/agent team via a series of individual meetings scheduled throughout the day. ATO food safety information and presentations will also be provided. Interested U.S. food companies should have their representatives contact Mr. Haruta, ATO Tokyo, e-mail: HarutaN@fas.usda.gov.

ATO Key Retail Contacts Reception: July 17, 2001, Tokyo. ATO Tokyo will host a small-scale reception for key national retail and Tokyo regional retail contacts at the Residence of the

Agricultural Minister-Counselor in Tokyo on July 17. Contact: Mr. Otsuka, ATO Tokyo, e-mail: OtsukaM@fas.usda.gov

NEXT Foods Ishikawa: November 1-4, 2001, Ishikawa Convention Center. This is a large regional public event focusing on both local/traditional and international food culture and products. The organizer, Ishikawa Food Manufacturers' Association, expects about 300,000 consumer and trade visitors from the Hokuriku region and the surrounding area. ATO Tokyo will organize an "American Kitchen" booth featuring HMR products for use by regional retailers and U.S. food quality and safety information. Various other U.S. food and beverage products will also be exhibited. Contact: Mr. Haruta, ATO/Tokyo, e-mail: HarutaN@fas.usda.gov

GAF Business Meetings & Buyer Showcases: Retail				
Date	Event	Company	Location	Contact
June 22	GAF Multi-Buyer Business Meeting	Regional Companies	Asahikawa	ATO Tokyo
July 10	GAF Multi-Buyer Business Meeting	Regional Companies	Shizuoka	ATO Tokyo
July 17	ATO Key Retail Contacts Reception	National/Tokyo Regional Companies	Tokyo	ATO Tokyo
Nov 1-4	NEXT Foods Ishikawa	Regional Companies	Kanazawa	ATO Tokyo

American fairs, American Kitchen Fairs, American Lunch Buffets, and other ATO-sponsored retail promotions are an ideal way to expand sales and network with a large number of trade customers in the retail market, if you have a Japanese agent or importer. Participation is free, but retailers will make the final decision on products included in the promotion. Below are the ATO-sponsored fairs and promotions in Japan scheduled to date:

Tokuoka American Fair: August, 2001, Osaka. Tokuoka will hold an American Fair in August at their 13 stores. The exact date will be determined soon. In Osaka, Tokuoka specializes in wines, other alcoholic beverages, soft drinks, snacks and frozen food, but they do not carry meat, fish or produce. For more information, contact Mr. Matsumoto, ATO/Osaka, e-mail: MatsumotoM@fas.usda.gov

American Fairs & Promotions: Retail				
Date	Event	Company	Location	Contact
July/Aug (TBD)	Meidi-ya American Fair	Meidi-ya	Tokyo	ATO Tokyo
Aug (TBD)	Tokuoka American Fair	Tokuoka	Osaka	ATO Osaka
Oct (TBD)	Keikyu American Fair	Keikyu Department Store	Yokohama	ATO Tokyo

IV. HOTEL, RESTAURANT & INSTITUTIONAL ACTIVITIES

ATO Japan organizes teams of U.S. Cooperators and agents to meet with key buyers from targeted food service companies, such as hotel restaurants, family-style chain restaurants, and food service wholesalers. The following is a list of upcoming business meetings and buyer showcases:

ATO/ORA American Healthy Menu Seminar: June 8, 2001, Osaka. ATO Osaka is co-organizing a seminar to introduce American vegetables and healthy ingredients to about 100 food service industry buyers who are members of the Osaka Restaurant Association (ORA). ATO Osaka is contracting a nutritionist to develop healthy recipes using American vegetables and other healthy ingredients to introduce nutrition facts and information on American food ingredients to the members of ORA. Contact: Ms. Harima, ATO/Osaka, e-mail: HarimaA@fas.usda.gov

GARC Single-Buyer Showcase: August, 2001, Tokyo. ATO Tokyo is in the process of organizing a single-buyer showcase in Tokyo in August, in which cooperators and agents will have the opportunity to meet with buyers from a leading Japanese food service company/chain to introduce their latest food service products and menu concepts. The showcase is expected to result in an ATO-sponsored Great American Regional Cuisine (GARC) menu fair at the chain's outlets nationwide this fall. The showcase partner will be announced as soon as possible. Interested cooperators and agents should contact Mr. Otsuka, ATO Tokyo, e-mail: OtsukaM@fas.usda.gov

GAF Business Meetings & Buyer Showcases: Food Service				
Date	Event	Company	Location	Contact
June 8	ATO/ORA American Healthy Menu Seminar	Osaka Restaurant Association	Osaka	ATO Osaka
Aug (TBD)	GARC Single-Buyer Showcase	TBD	Tokyo	ATO Tokyo

In addition, ATO Japan sponsors American fairs and other food service promotions at cooperating restaurants, hotels and institutional settings. The following is a list of current and upcoming events:

American Fairs & Promotions: Food Service				
Date	Event	Company	Location	Contact
June 1-30	Great American Fair	Plaza Sunroute Hotel	Tokyo	ATO Tokyo
June 1 - Aug 31	Healthy American Menu Fair	Hotel Inter-Continental, Tokyo Bay	Tokyo	ATO Tokyo
June 1 - Sept 30	American Fair	Miyako Hotels & Resort	Nationwide	ATO Osaka
July 5 - Aug 12	American Beef Fair	Kawagoe Mine	Saitama	ATO Tokyo
Jul/Aug (TBD)	American Fair	Hotel Century	Tokyo	ATO Tokyo

Jul/Aug (TBD)	American Fair	Mitsui Urban Hotel	Osaka	ATO Osaka
Jul/Aug (TBD)	American Menu Fair	Kariya Seikyo	Nagoya	ATO Tokyo
Jul/Aug (TBD)	American Fair	Nagoya Kanko Hotel	Nagoya	ATO Tokyo

V. OTHER PROMOTIONAL ACTIVITIES

"Great American Trattoria" Promotion: June 25, 2001, Tokyo. As part of the festivities associated with "The Year of Italy" in Japan this year, FAS/Japan and our key contacts have been offered a unique opportunity to enjoy a special performance by *La Fenice*, one of Italy's top opera companies that will be touring Japan in late June. In conjunction with this performance, we are pleased to announce the first ever "Great American Trattoria" food promotion, to be held June 25th at the Residence of the U.S. Ambassador. Given the expanding Italian food boom in Japan, and the long, rich history of Italian-style cuisine in the United States, the promotion will feature creative American versions of Italian cuisine made with American meats, cheeses, seafood, fruits and vegetables, nuts, wines, pastas and other products. Invitees will include key restaurant buyers and executives, and editors and writers from Japan's food press. For more information, contact Mr. Mike Woolsey, e-mail: agtokyo@fas.usda.gov or Mr. David Miller, e-mail: atotokyo@fas.usda.gov

Great American Food News: Issue #16, August, 2001. *Great American Food News*, the only FAS/Japan publication written in Japanese, targets a wide Japanese audience with a positive message about the safety, healthiness, and rich variety of U.S. food products. Each issue is disseminated to more than 4,500 government, media, and trade contacts. In addition, approximately 5,000 copies of the newsletters are distributed each year at major food shows, press conferences, ATO food promotion activities, and seminars. For more information, contact Ms. Noguchi, ATO Tokyo, e-mail: NoguchiJ@fas.usda.gov

"U.S. Nursery Products Trade Mission to Japan": Mid-September, 2001, Eastern & Western Japan. ATO Osaka is assisting Food Export USA organize a trade mission to Japan in mid-September for the Northeast nursery products industry. The trip is designed to educate potential exporters about the market and sales opportunities in the Japanese nursery market by visiting several nursery production regions throughout the country. This activity is open to nursery industry professionals from Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont. Firms from outside the Northeast are also welcome on a space-available basis. For more information, please contact Ms. Bonita Oehlke, Massachusetts Department of Food and Agriculture, Tel: 617-626-1753, Fax: 617-626-1850.

Nursery Seminar on Ornamental Grass: September, 2001, Osaka. ATO Osaka will organize a technical nursery seminar in September introducing U.S. ornamental grass varieties and their applications in landscape design. The targeted audience will be landscape architects, importers and growers in Japan. U.S. nurseries which handle ornamental grass are encouraged to send company background and product catalogues. For more details, please contact Ms. Nomura, ATO Osaka, Fax: 81-6-6315-5906, e-mail: atoosaka@fas.usda.gov

"What Are GMO Foods" Brochure: ATO Tokyo and the Office of Agricultural Affairs have developed an easy-to-understand Japanese language brochure to educate Japanese consumers about the safety of GMO food products. Working in cooperation with the International Life Sciences Institute, the brochure will be disseminated to Japanese supermarket retailers and the broader food industry as a means of increasing their customers' awareness on the subject. It will also be made available to consumers and the trade at all ATO-sponsored promotional events. Any Japan cooperators, importers or agents interested in obtaining copies of the brochure should contact Ms. Noguchi, ATO Tokyo, e-mail: NoguchiJ@fas.usda.gov

VI. CONTACT INFORMATION

U.S. Agricultural Trade Offices, Japan

<http://www.atojapan.org/>

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